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23 Apr 2001 09:59:13 -0500
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by mx1.its.state.ms.us (8.10.0/8.10.0) with ESMTP id f3NEwCX07442
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Date: Mon, 23 Apr 01 11:02:29 -0400
x-sender: fhawk@mail.terranova.net
x-mailer: Claris EMailer 2.0, March 15, 1997
From: Hawk Associates <info@hawkassociates.com>
Mime-Version: 1.0
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PowerCold Announces Growing Sales of Nauticon(TM)
Cooling Units Tied to Major California Rebates.

Cibolo, TX, April 23, 2001 - PowerCold Corporation,
(OTCBB: PWCL) announced growing sales of its
energy-saving Nauticon(TM) evaporative cooling
"EV-Cool(TM)" units in California linked to 60% rebates
by the State of California. PowerCold is an energy
company that develops, manufactures and markets
proprietary equipment to achieve significant power
cost savings for commercial and industrial firms.

The proprietary Nauticon(TM) EV-Cool(TM) units are
core elements of the Evapadvantage cooling systems
marketed in California by DBS Lodging Technologies.
The DBS Evapadvantage units, designed for use in high
tech manufacturing facilities and hotels, reduce air
conditioning energy costs by 50%. The centerpiece of
the unit is the non-corrosive PowerCold Nauticon(TM)
evaporative condenser. Nauticon(TM) EV-Cool(TM) units
are replacing air-cooled condensers used in large air
conditioning installations in the range of 20 tons and
up.

Bud Kennedy, manager of California operations for DBS
Lodging Technologies, said, "In all my years in the air
conditioning business, I've never seen anything
like the demand we're seeing now for these
environmentally-friendly units that offer up to 50%
savings in energy costs for businesses and hotels.
With the 60% rebate offered by the State of California
through the major power companies, we are seeing an
unprecedented level of interest in our products. In
addition, one of the power companies already has over
30 sales people who have indicated an interest in
promoting our systems."

Kennedy said, "It would cost a power company \$1,000
per kilowatt to install a gas engine power plant and
construction would take up to three years even
assuming the company could get the necessary permits.
The Nauticon(TM) units ship in 2-4 weeks for quick
installations and the benefits are immediate. A project
we are currently working on which uses two Nauticon(TM)

evaporative cooling units can reduce demand by 180 kilowatts. That represents a saving of \$180,000 in terms of what it would cost a power company to build a new plant to produce that much electricity. That of course, does not include maintenance and ongoing fuel charges. The comparison is even more favorable when you consider that our units produce no harmful emissions. Finally, the non-corrosive feature of our units and low maintenance costs represent additional benefits to all parties concerned."

PowerCold CEO Frank Simola said, "The market is increasingly aware that PowerCold evaporative condensers can contribute to help ease the California power crisis. With the growing demand for our energy saving products we're increasingly confident we will meet our projected sales budget for the year. Our current sales backlog and pending final purchase orders exceeds \$1.5 million. This includes over \$500,000 for the Cold product line including Nauticon products and some \$950,000 for five proprietary hotel system projects currently in design."

PowerCold is an energy company targeting commercial businesses that can significantly benefit from PowerCold's energy related products. The company's COLD business units market energy efficient and environmentally safe equipment to reduce power costs for heating, air conditioning and refrigeration by over 50%.

For more information contact in California Bud Kennedy, DBS Lodging Technologies (714) 997-4366 or Frank Simola, PowerCold CEO at (215) 248-2836 E-mail: franks@powercold.com. Investor relations contacts are Frank Hawkins or Julie Marshall, Hawk Associates, Inc., at (305) 852-2383, email info@hawkassociates.com. Information about PowerCold Corporation can be found on the website www.powercold.com. Copies of PowerCold press releases, SEC filings, current price quotes, stock charts and other valuable information for investors may be found on the website <http://www.hawkassociates.com>.